

## Event Management

Course Code: **BAJMC-305**

**L T C**

Course Name: **Event Management**

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### INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

### LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Understanding and able to articulate a clear definition of event management and understand its role in various industries.
2. Understanding and implementation of fundamental concepts in event planning, including budgeting, timelines, and logistics.
3. Aware of emerging trends and innovations in the field of event management, including virtual events, hybrid models, and experiential marketing.

### PRE-REQUISITES:

1. Event Management Structures
2. Event Management Skills

For basic understanding of programming concepts, the students are advised to study the courses/material available on following websites:

- Pre-requisite based Study Material available on Course Website ([www.bvicam.in](http://www.bvicam.in))

### COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Explain event as communication and marketing tool.	BTL4	
CO2	Elaborate detailed structure of event management organization.	BTL6	
CO3	Explain the process of event management plan.	BTL6	
CO4	Evaluate the emerging trends in event management.	BTL5	

## SYLLABUS:

### UNIT - I

**No. of Hours:** 14

**Chapter/Book Reference:** TB1; TB2

**Event and Event Management** Event: Definition and Types, Event as a Communication and Marketing tool, Event Management: Definition and Elements, 5C's of Event Management

### UNIT - II

**No. of Hours:** 12

**Chapter/Book Reference:** TB1; TB2

**Event Management Organisation-** Organisational Structure of an Event Management company, Event Management Personnel: Role and Responsibility, Account Planners and Liaisoning, Business Operations and Accounting.

### UNIT - III

**No. of Hours:** 10

**Chapter/Book Reference:** TB1; TB2

**Event Management Process-** Event Proposal Planning: Licenses, Permissions and Legalities, Event Budget, Covering Cost and Methods of Revenue Generation, Event Promotion: Tools and Media Coordination, Risk Management and Insurance

### UNIT - IV

**No. of Hours:** 09

**Chapter/Book Reference:** TB1; TB2

**Evaluation, Assessment & Trends-** Evaluation and Impact Assessment: Concept, Techniques and Application, Monitoring and Controlling the Event, Emerging Trends in Event Management, Careers in Event Management

## TEXT BOOKS:

**TB1.** Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.

**TB2.** Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall

## REFERENCE BOOKS:

**RB1.** Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi:

**RB2.** K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House

**RB3.** K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.

**RB4.** Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.

**RB5.** [www.wodonga.vic.gov.au/Event\\_management\\_planning\\_guide](http://www.wodonga.vic.gov.au/Event_management_planning_guide)

**RB6.** [www.eventmanagement.com/planning](http://www.eventmanagement.com/planning)

## Event Management Lab.

Course Code: **BJMC-355**

Course Name: **Event Management Lab.**

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### LEARNING OBJECTIVES:

In this course, the learners will be able to develop the working expertise related to the following:-

1. Implementing various event management, communication skills for dealing clients
2. Implementing event target audience, event proposals and risk management.

### COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Prepare event brief for organizing an event.	BTL6	
CO2	Design required creatives and workflow for an event.	BTL6	
CO3	Plan budget and applicable checklist for an event.	BTL6	
CO4	Organize and evaluate an event.	BTL6	